

EDITORIAL FOR LA FILM MAGAZINE

Dear Friends in the Film Industry:

In the aftermath of Hurricanes Katrina and Rita, Louisiana Economic Development (LED) and the Governor's Office of Film and Television Development are dedicated to retaining and growing the film industry. We have been resolute in our commitment to keep businesses, productions and workers in Louisiana during these difficult times. As I've stated many times, it is crucial that Louisiana retain its "*Open for Business*" philosophy as we collectively rebuild the unique, beloved cities and parishes in coastal Louisiana.

Immediately after we were impacted by Hurricanes Katrina and Rita, we knew that responsiveness and rapid communication with producers was of the utmost importance for Louisiana's continued success with the film and television industry. It was only through the strong collaborative efforts and cooperation of stakeholders throughout Louisiana that we were able to retain numerous productions.

The challenges were met head-on and Louisiana illustrated how it is committed to solidifying the film industry in our local economies and the rebuilding process is already in full-swing. On positive note, the Robert E. Nims Center in Harahan, which prior to Katrina had become a hub of activity for the local film industry, was left unscathed by the hurricanes and is fully operational. LED and the Governor's Office of Film and Television Development have reopened their offices at the Nims Center. Impacted areas have made tremendous strides in rebuilding our infrastructure including many areas in Jefferson and Orleans parishes that are on the fast track to recovery and growth.

Northwest Louisiana graciously rolled out the red carpet to productions that were slated to shoot in southeastern Louisiana, including the television production "Thief," and the feature films "The Guardian," "Roadhouse 2," "Scarlett" and "Chlorine." Baton Rouge and St. Francisville were also extremely accommodating to the feature film production of "The Reaping." Warner Bros. and the producers of "The Reaping" have in turn shown tremendous amount of support for the state's recovery effort. Representatives and community leaders from Lafayette, Alexandria, Monroe and Natchitoches have all pledged their on-going support and hospitality to the industry. This exemplary business attitude is a fraction of the perks productions can expect when they shoot in Louisiana.

In addition to this continued activity, we anticipate a full-slate of productions in Louisiana through the end of the year and into 2006. L.I.F.T., one of Louisiana's indigenous production companies, has already announced an array of films that will shoot in the state, while restating its commitment to retain a permanent presence in multiple areas of the state.

The dominant message that we would like to see reverberate throughout the next few months is that Louisiana is "*Getting Back to Business.*" We intend for the state and the

entertainment industry in Louisiana to come back stronger. There is already as much activity happening in the state now as there was during the days prior to Katrina and Rita. Our message to producers is simple: “*Film Louisiana and film in Louisiana.*” The film industry’s return to the state greatly enhances the recovery process. Louisiana’s residents and industry stakeholders need to remain resilient and dedicated (as you all have been) over the next few months. From the tragedies of Katrina and Rita, comes opportunity for advancement.

Sincerely,

Michael J. Olivier
Secretary